

# Envision Carlsbad Citizens Committee

May 11, 2011

## Alternatives Brainstorming

### Focus area issues and potential land uses for consideration

<b>1. Northwest Coastal</b> <ul style="list-style-type: none"> <li>– Village has recent Master Plan</li> <li>– Freeway/transportation orientation</li> <li>– Smart growth</li> <li>– Mixed use</li> <li>– Residential density</li> <li>– Commercial uses (neighborhood serving, etc)</li> <li>– Office uses</li> <li>– Visitor serving uses (hotels, restaurants, etc)</li> <li>– Power plant redevelopment</li> <li>– Recreation uses/open space</li> <li>– Coastal access</li> </ul>	<b>7. Palomar Corridor</b> <ul style="list-style-type: none"> <li>– Appropriateness of other uses besides office/R&amp;D (commercial, retail, general office, residential, medical, heavy industrial, etc)</li> <li>– Older business park revitalization</li> <li>– Airport influence</li> </ul>
<b>2. Plaza Camino Real Commercial Corridor</b> <ul style="list-style-type: none"> <li>– Freeway orientation</li> <li>– Smart growth</li> <li>– Mixed use</li> <li>– Commercial revitalization</li> <li>– Other desirable uses</li> </ul>	<b>8. Southern Freeway Corridor</b> <ul style="list-style-type: none"> <li>– Freeway orientation</li> <li>– Smart growth</li> <li>– Residential near train station</li> <li>– Commercial/office uses</li> <li>– Visitor serving uses (hotels, restaurants, etc)</li> <li>– Industrial uses</li> <li>– Coastal access</li> </ul>
<b>3. Quarry Creek</b> <ul style="list-style-type: none"> <li>– Smart growth</li> <li>– Residential density</li> <li>– Resource sensitivity (habitat, cultural, historic)</li> <li>– Adjacent development</li> </ul>	<b>9. Ponto/Southern Waterfront</b> <ul style="list-style-type: none"> <li>– Opportunities for coastal amenities and services as a result of Carlsbad Blvd. realignment</li> <li>– Commercial uses</li> <li>– Visitor serving uses (hotels, restaurants, etc)</li> <li>– Mixed use</li> <li>– Residential density</li> <li>– Campground</li> </ul>
<b>4. Marja Acres</b> <ul style="list-style-type: none"> <li>– Mixed use</li> <li>– Commercial/office near residential</li> <li>– Residential density</li> <li>– Other desirable uses</li> </ul>	<b>10. Aviara</b> <ul style="list-style-type: none"> <li>– Appropriate residential density</li> <li>– Open space</li> <li>– Circulation</li> </ul>
<b>5. Sunny Creek Commercial</b> <ul style="list-style-type: none"> <li>– Smart growth</li> <li>– Mixed use</li> <li>– Commercial uses</li> <li>– Residential density</li> <li>– Adjacent development</li> <li>– Other desirable uses</li> </ul>	<b>11. South El Camino Real</b> <ul style="list-style-type: none"> <li>– Commercial revitalization –reuse of older commercial centers (mixed use, amenities and uses for surrounding neighborhoods)</li> <li>– Residential density</li> </ul>
<b>6. Mandana</b> <ul style="list-style-type: none"> <li>– Appropriate residential density</li> <li>– Open space/habitat linkage area</li> <li>– Limited access</li> </ul>	